Norms for Awarding Government Advertisements by DAVP

1762. SHRI AMAR SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether DAVP has formulated any norms for awarding Government advertisements to newspapers; if so, the details thereof;

(b) whether the Alambardar publication which publish Urdu newspapers, fulfill the prescribed norms for advertisement if so, how much advertisements were given to this paper during each of the last three years; and

(c) what is the position of two other Urdu newspapers i.e. Salar and Pasham during the same period?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM): (a) Yes Sir. The Advertising Policy Guidelines, containing norms for awarding Government advertisements to newspapers is given in the enclosed Statement (*See* below).

(b) 'Alambardar', Urdu Daily was empanelled by DAVP in the year 1996 after it fulfilled the prescribed norms for release of Government Advertisements. During this year upto February 1997, it has been given advertisement space measuring 7160 column cms.

(c) The total advertisement space release to 'Salar' Urdu daily during 1994-95, 1995-96 and 1996-97 (Upto Feb. '97) is 8599 column cms., 9356 column cms. and 8537 column cms. respectively. No Urdu newspaper titled 'Pasham' published from Bangalore is being released Government advertisements by DAVP.

Statement

Advertising Policy of the Government of India

'A' PREAMBLE:

The Directorate of Advertising and Visual Publicity places advertisements in various newspapers/journals on behalf of various Ministeries and Department of the Government of India. A number of autonomous bodies and public sector enterprises channelise their advertising through the DAVP.

2. The primary objectives of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art, literature, sports, films cultural affairs etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers, journals which incite or tend to uncite communal passions, preach violence, offend the sovereignity and integrity of India or socially accepted norms of the public decency and morals.

'B' POLICY GUIDELINES:

1. Keeping in view Government Policy, publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government advertisements are not intended to be a measure of financial assistance to newspapers/journals. In pursuance of broad social objectives of the Government and in order to achieve parity of rate between various categories of newspapers appriciate weightage/ consideration may be given to:

(a) Small and Medium newspapers/ journals;

(b) Specialised scientific and technical journals;

(c) Language newspapers/journals; and

(d) Newspapers/journals published especially in backward, remote and

2. Small medium and big newspapers/ journals are categorised as under:—

(a) Small: Upto a circulation of 25,000 copies per issue.

(b) Medium: Circulation between 25,000 and 75,000 copies per issue.

(c) Big: Circulation above 75,000 copies per issue.

3. In selecting newspapers/publications for placing Government advertisements, the following consideratioln may be taken into account.

(a) Coverage of readership from different walks of life, particularly in case of national campaigns.

(b) Reaching specific sections of people depending upon the message to be conveyed. Small and medium newspapers will get major consideration in motivational/ educative campaigns;

(c) Any category of newspapers/ journals/publications which Government may consider from time to time appropriate for bonafide reasons.

(d) House journals, news magazines and souvenirs will not ordinarily be used for Government advertisements.

4. The DAVP will use newspapers/ journals with a minimum paid circulation of not less than 2,000 copies. relexations, however, may be made in the case of the following:

(a) Specialised/scientific technical journals with a paid circulation of 500 copies per issue.

(b) Sanskrit newsppers/journals and newspapers/journals published in backward, border or remote areas or in tribal language or primarily meant for tribal readers and those published from J&K with a minimum paid circulation of 500 copies per issue.

5. Newspapers/journals should have an uninterrupted and regular publication for a period of not less than four months and should comply with the provisions of Press & Registration of Books Act, 1867 before they qualify for considration for placing Government advertisements. For quarterly journals, they have to bring out at least two issues before they are considered.

6. Newspapers/journals should have the following minimum print area to be acceptable for Government advertising:—

Periodicity	Print area not less than
Dailies	760 std. col. cms.
Weeklies and Fortnightlies	480 std. col. cms.
Monthlies and other periodicals	960 std. col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for trible readership.

7. Circulation of all newspapers/ journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are, however, exempted from this requirement. The papers/journals whose circulation is found to be incorrect/ faulty/will become ineligible for advertisements, besides any other section which Government may deem appropriate.

ADVERTISING RATE:

The rate-structure for Government advertisements will be worked out by DAVP on the basis of the principles enunciated above. The DAVP will enter into appropriate rate contracts with individual newspapers/journals.